



VIRGINIA DEPARTMENT OF MOTOR VEHICLES NEW SPECIAL LICENSE PLATE DEVELOPMENT

Sponsor Information for Colleges/Universities and Fraternities/Sororities

The General Assembly and Governor approved legislation to issuance a special license plate license for colleges, universities, fraternities, and sororities upon request. By law, special license plates authorized by the General Assembly can be developed and issued by the Department of Motor Vehicles (DMV) subject to the following statutory requirements.

Sponsorship Requirements

- Provide a written request to develop a special license plate to DMV.
- Provide written evidence from the State Council of Higher Education for Virginia (SHEV), approving your plan for implementing scholarship programs as stated in §46.2-749 of the Code. Contact Melissa Wyatt at (804) 225-4113. **Virginia accredited colleges/universities only.**
- Provide written evidence of affiliation with a traditional national social fraternity or sorority which is recognized by an Inter-fraternity Conference, National Pan-Hellenic Council, or Professional Fraternities Association. **Fraternities/sororities only.**
- Provide signed agreement (prepared by DMV) and written authorization for use of the design for the license plate. **Virginia and out-of-state colleges/universities only.**
- Written authorization, from the governing umbrella organization, for use of the design and logo on the license plate. **Fraternities/sororities only.**
- Provide electronic media artwork for license plate design in vector form such as Adobe Illustrator.
- Coordinate the design approval process.
- Submit and facilitate the collection of 350 or more prepaid applications from applicants with active vehicle registrations. **Out of state colleges/universities and fraternities/sororities only.**

After the sale of 1,000 sets of license plates, any college or university with a main campus located in Virginia shall annually receive \$15 from each original and renewal registration. The funds are to be used to support scholarships for eligible undergraduate students enrolled in the institution. Only students who are bona fide domiciliaries of Virginia and are enrolled in educational programs whose primary purpose is not to provide religious training or theological education shall be eligible to receive such scholarships.

Plate Fees

College and University - \$25 Annually

Fraternity and Sorority - \$10 Annually

Personalization – \$10 Annually

Collection and Submission of Prepaid Applications

Each prepaid application must be on a form prescribed by DMV and the applicant must maintain an active registration for the vehicle listed on the application. The active registration for the vehicle listed must be in the name of the applicant. The Personalized or Special Interest License Plate Application (VSA 10) form is located under Forms and Publications on DMV's web site at www.dmvNOW.com and can be downloaded and reproduced. The International Symbol of Access (ISA), also known as the disabled symbol, is available for all special license plates upon request.

The sponsors must collect the entire plate fee. Prorated fees do not apply during the new plate development process. **NOTE: If the applicant already has a personalized plate and wishes to put the same character combination on the new plate, the character combination must be**

recorded in the boxes provided on the application and the \$10 annual fee to personalize the plate is still required.

All applications collected must be for active vehicle registrations; therefore, applications for souvenir license plates can not be included in the required 350 prepaid applications. All applications must be current. Applications that can not be processed will be returned to the sponsor. The sponsor must contact the applicant and resubmit an updated application.

There are several ways to manage the collection process for the prepaid applications. One of the best suggestions DMV can make, based on the experience of other sponsors, is to simply collect the prepaid applications and deposit the monies in a special non-interest bearing account. It is also recommended that the sponsor keep accurate documentation of applications and payment.

When submitting the 350 prepaid applications, submit one check along with the applications. Separate the applications into three batches: 1) Requesting personalized character combination, 2) Retaining personalized character combination, and 3) No personalized character combination. Each batch should have a coversheet displaying the total application count and dollar amount. The dollar amounts for all batches should total the amount of the check being submitted.

Submission of Electronic Media Artwork

The sponsor must provide up to a four-color paper and electronic design of the license plate in vector format such as Adobe Illustrator (especially logos and typefaces); when photos and original drawing designs are required, they may be submitted in Adobe PhotoShop. Please review 3M's website at www.3M.com/tss for more details, and select Conventional License Plate Design Resources and view the Conventional License Plate Design Specifications.

A metal prototype of the plate will be provided and approved by DMV and the sponsor. Unapproved designs used for marketing purposes should have a disclosure informing potential applicants that the designs have not been officially approved by DMV and are subject to minor changes.

Plate Numbering and Longevity

The numbering system for these special license plates are usually four numeric and two alpha characters for a series. Example: 1001ZZ – 9950ZZ or ZZ1001 – ZZ9950. An applicant requesting personalization may receive up to six characters.

No additional plates shall be issued or reissued if after five years has fewer than 200 active sets of plates on the road. **Out of state colleges/universities and fraternities/sororities only.**

DMV Time Line

The estimated time frames for the development and issuance process are:

Receive prepaid applications, logo use agreement and plate design. Review and approve plate design.	8 weeks
Submit plate design to vendor and receive prototype.	6 to 8 weeks
Emboss the prototype and receive approvals from DMV, the sponsor, and State Police (when necessary).	8 weeks
Order and receive the sheeting for printing.	8 to 10 weeks
Applications processed, plates produced and mailed to customer.	6 weeks
<i>Nine months is an approximate time frame for "best case" scenario with no delays.</i>	

For further information, please contact Carolyn Easley, Agency Management Analyst, Virginia Department of Motor Vehicles (DMV) Special License Plates, at (804) 367-0368, or e-mail her at carolyn.easley@dmv.virginia.gov

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